would also be available to subscribers within the maximum amount mentioned.

(ii) Consumers will have the choice to pay for only those pay channels which they choose to watch.

(iii) Consumers will have a control over the content they wish to view.

(iv) It has been made obligatory for cable operators to make provisions for rent, security deposit, repair and maintenance of Set Top Boxes (STB).

(v) Some MSOs/Cable Operators have come out with consumer friendly schemes through which the STBs will be made available to consumers.

(vi) Government has reduced the duty on import of STBs and its components to make them more affordable.

(c) and (d) STB will be required for viewing pay channels only and not for FTA channels. Subscribers who cannot afford STBs would have the benefit of watching at least 30 free to air channels. Some MSOs have indicated that they would have the capacity to show 60-70 free to air channels in their networks.

Code of conduct on advertisements

†811. SHRIMATI SAROJ DUBEY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that media is constantly neglecting the code of conduct regarding advertisements; and

(b) if so, the number of advertisers against whom action has been taken during the last three years for neglecting the said code?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) and (b) Advertisements of all TV channels, when transmitted/retransmitted through the cable networks, are required to adhere to provisions of the Advertisement Code prescribed under Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Central

†Original notice of the question was received in Hindi.

Government has constituted an inter-ministerial committee under the Section 20 of the Cable Television Networks (Regulation) Act, 1995 to look into the violations of the Advertising Code. Cognizance of any violation of Advertising Code is taken *suo-moto* or on receipt of specific complaints by the Committee. Show cause notices are issued in the first instance to TV channels telecasting advertisements in violation of provisions of the Advertising Code and after examination of each case, TV channels are directed not to telecast or retelecast advertisements, which are found to be in violation of the Code. This is a continuing process. Orders have been issued to a number of TV channels for violation of the Code. There is no provision in the Act for taking action against advertisers.

Purchasing of Set Top Boxes for CAS

812. DR. DASARI NARAYANA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the steps Government have taken to protect interests of the poor viewers who cannot afford Set Top Boxes while enforcing CAS wherein Cable TV viewers will have to purchase such boxes;

(b) whether such viewers can watch free to air channels through routine antenna at their roof tops; and

(c) if not, what action Government have taken to ensure that poor viewers can watch the free channels without depending on the Cable TV Operators?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (c) Set Top Box (STB) will be required for watching Pay Channels only. Free-to-air channels will be available to consumers through cable network without STB, for which Government has specified the price of Rs. 72/- (plus taxes) for basic service tier comprising not less than 30 FTA channels of different genres. Since free-to-air channels are transmitted through satellite and cable network, these cannot be watched through routine antenna, fixed on roof tops with the exception of the Doordarshan terrestrial channels.